

WHAT IS CLAIMED:

1. A method of offering customizable food comprising:
  - providing a base item;
  - providing an array of additives compatible for combining with the base item, wherein addition of at least one additive from said array of additives to said base item alters a characteristic of the base item; and
  - allowing a user to obtain the base item and at least one additive from the array, wherein the quantity of additives in said array of additives is a number greater than one.
2. The method according to claim 1, wherein the offering of customizable food is accomplished at a retail level point-of-sale.
3. The method according to claim 1, wherein the offering of customizable food is accomplished as a web-based sale.
4. The method according to claim 1, wherein an additive from said array of additives is combinable with said base item at a time after the user obtains the additive and base item.
5. The method according to claim 1, wherein the base item is provided in an amount sufficient for a plurality of servings.
6. The method according to claim 1, wherein the base item is provided in bulk, and the method further comprises allowing a user to obtain any portion of the base item from said bulk.
7. The method according to claim 6, further comprising packaging individual servings of the base item in separate packages.
8. The method according to claim 1, further comprising packaging the additives in individual packages.

9. The method according to claim 1, wherein the combination of an additive to a base item alters a characteristic selected from a group consisting of taste, color, shelf life, size, texture, ingredient concentration, and combinations thereof.

10. A method of selling a customizable nutritional supplement drink comprising:  
offering a nutritional supplement base comprising at least one of a protein, carbohydrate, electrolyte, amino acid, nutraceutical, nutrient, pharmaceutical or combination thereof;

offering a plurality of individual flavorants;  
allowing a user to choose at least one flavorant among said plurality of flavorants;  
wherein the chosen flavorant is admixable to said base at a time later after the purchaser obtains said base and flavorant to create a flavored nutritional supplemental drink.

11. The method according to claim 10, wherein said base is substantially unflavored prior to admixture of a flavorant.

12. The method according to claim 10, further comprising  
allowing the user to obtain said base in a quantity sufficient for a plurality of individual servings and said at least one flavorant in a quantity sufficient for at least said plurality of individual servings of said base.

13. The method according to claim 10, wherein at least two of said plurality of individual flavorants are combinable.

14. A system for presenting customizable food, the system comprising:  
at least one base item;  
a plurality of additives compatible for admixture with the base item;  
a display construction having a first area configured to hold the base item; and a second area configured to hold the plurality of additives,

wherein the base item and at least one of said plurality of additives is obtainable from said system for combination at a later time after obtaining said base item and said at least one additive.

15. The system of claim 14, wherein the first and second areas are within a commonly defined space.

16. The system of claim 14, wherein the base item is provided in bulk.

17. The system of claim 14, wherein the base item is packaged in a structure comprising an attachment member sized to hold at least one additive chosen from the plurality of additives.

18. The system of claim 14, where said plurality of additives comprises more than one type of additive.

19. The system of claim 14 wherein said plurality of additives is provided in bulk.

20. The system of claim 14, wherein the plurality of additives are provided in individual packages.

21. The system of claim 20, wherein the base item is sized for a plurality of servings and the number of individual packages of the additives corresponds to at least the same number of servings of the base item.

22. The system of claim 14, wherein the base item is sized for a plurality of servings, and the additives are provided in a multi-pack comprising separately contained amounts of additives, said amounts sufficient for combining with a single serving of the base item.

23. A method of providing a system for presenting customizable food, the method comprising:

providing at least one base item;  
providing a plurality of additives compatible for combination with the base item;  
providing a display construction having a first area configured to hold the base item;  
and a second area configured to hold the plurality of additives,  
wherein the base item and at least one of said plurality of additives is obtainable from  
said system for combination at a later time after obtaining said base item and said at least  
one additive; and  
providing the display construction, the at least one base item, and the plurality of  
additives as a system.

24. A method of making a customizable food comprising:

obtaining a base item;  
obtaining at least one additive compatible for combining with the base item; and  
combining the at least one additive to said base item to alter a characteristic of the  
base item.

25. The method according to claim 24, further comprising

obtaining at least two additives compatible for combining with each other and with  
the base item, wherein the number of different combinations resulting from a base item  
combined with at least one additive equals the factorial value calculated from said  
number of additives.

26. A kit for making a nutritional supplement comprising:

a dietary supplement product; and  
at least one additive, wherein the additive is packaged separately from the dietary  
supplement product.

27. The kit of claim 26, wherein the at least one additive when combined with the dietary  
supplement product, at a time after the manufacture of both the dietary supplement  
product and the additive, alters a characteristic of the dietary supplement product.

28. The kit of claim 26, wherein the additive is a flavorant, and when combined with said dietary supplement, provides a flavored blend.
29. The kit of claim 28, wherein the flavorant is selected from a group consisting of vanilla, chocolate, butterscotch, peanut butter, mocha, strawberry, banana, peach, orange, cherry, blueberry, raspberry, mango, apple, pineapple, grape, mint, caramel, cinnamon and combinations thereof.
30. The kit of claim 26, wherein the dietary supplement product comprises a material selected from a group consisting of proteins, peptide, amino acids, carbohydrates, electrolytes, herbs, nutraceuticals, nutrients, pharmaceuticals, and combinations thereof.
31. The kit of claim 26, wherein the additive comprises a material selected from a group consisting of proteins, peptide, amino acids, carbohydrates, electrolytes, herbs, nutraceuticals, nutrients, pharmaceuticals, and combinations thereof.
32. The kit of claim 26, wherein the dietary supplement product is a powder, liquid, or solid.
33. The kit of claim 26, further comprising a plurality of individually packaged additives.
34. The kit of claim 33, wherein the dietary supplement product is apportionable into single servings and the number of individually packaged additives is equal to at least the number of single servings of the dietary supplement product.
35. A kit for making a customizable food comprising:
  - a base item; and
  - at least one additive,wherein the at least one additive is packaged separately from the base item, and when combined with the base item, at a time after the manufacture of both the base item and the additive, alters a characteristic of the base item.

36. The kit of claim 35, wherein the at least one additive is selected from a group consisting of a colorant, a flavorant, a texturizer, a preservative, and combinations thereof.
37. The kit of claim 35, wherein the characteristic altered by the at least one additive is selected from a group consisting of taste, color, size, shelf life, smoothness, ingredient concentration, and combinations thereof.
38. The kit of claim 35, wherein the kit comprises a plurality of packaged additives.
39. The kit of claim 35, wherein the base item is contained in a first package and the additive package is held adjacent to said first package.
40. The kit of claim 35, wherein the base item and the at least one additive package are combined into one package.
41. The kit of claim 35, wherein the base item is in a form selected from a group consisting of a solid, semi-solid, liquid, or powder.
42. The kit of claim 35, wherein the base item is contained in a package, said package comprising a holder adapted to hold the at least one additive package.
43. The kit of claim 42, wherein the holder is integral with said base item package.
44. A method of offering a product:
  - providing a first display of a plurality of base products;
  - providing a second display of a plurality of packages, each package comprising at least one additive that alters a characteristic of the base product when the additive is combined with the base product;

providing a holder connectable to at least one base product of said plurality of base products, said holder dimensioned to fit at least one package of additive.